

**WKMG**

## ORDER

Print Date 09/21/12 Page 1 of 3

Flight Dates 09/25/12-10/01/12

Order Sep 00:15:00

Product

Estimate # 594

Contract / Revision 259861 /

## NELSON FOR SENATE

Alt Order # 06329014

Original Date / Revision  
09/21/12 09/21/12

Agency Com 15%

Billing Type	Cash
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### Billing Contact

Order Type	GENERAL
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Advertiser **Pol/Bill Nelson/Sen/Fl/D**

**6190 Grovedale Ct.  
Suite 200  
Alexandria, VA 22310-2552**

Billing Cycle      EOM/EOC

Billing Calendar BROADCAST

Agency **Abar-Hutton Media, LLC**

Demographic A35+

Buying Contact **Shelli Hutton**

Sales Office PHI

Rev Codes      AGY      POL      CAND

**6190 Grovedale Ct.  
Suite 200  
Alexandria, VA 22310-2552**

Sales Region NAT

Product Codes PL-Senate-Democrat

Sales Region NAT

Priority P-2

Agency Ref

Advertiser Ref

Primary Account Executive  
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 39075

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

### Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	44	\$29,728.75	\$34,975.00	0.00	08/27/12	09/30/12	44	\$29,728.75	\$34,975.00
October 2012	7	\$3,485.00	\$4,100.00	0.00	10/01/12	10/01/12	7	\$3,485.00	\$4,100.00
<b>Totals</b>	<b>51</b>	<b>\$33,213.75</b>	<b>\$39,075.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	09/25/12	09/28/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	-TWTF--	:30	4	\$225.00	P-2	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--					4	\$225.00		0.00			
E 2	WKMG	10/01/12	10/01/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	1-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$600.00		0.00			
E 3	WKMG	09/25/12	09/28/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	-TWTF--	:30	4	\$300.00	P-2	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--					4	\$300.00		0.00			
E 4	WKMG	10/01/12	10/01/12	11-12p Price Is Right Price Is Right	CM	11a-12p	1-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00



WKMG

Print Date: 09/21/12

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Contract / Revision

259861

Flight Dates 09/25/12-10/01/12

Hiatus Dates

Original Date / Revision 09/21/12/ 09/21/12

Order Sep 00:15:00

Advertiser Pol/Bill Nelson/Sen/F/D

Product NELSON FOR SENATE

Estimate # 594

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WKMG	10/01/12	10/01/12	11-12p Price Is Right Price Is Right	CM	11a-12p	1-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$1,200.00		0.00			
E 5	WKMG	09/25/12	09/28/12	11-12p Price Is Right Price Is Right	CM	11a-12p	-TWTF--	:30	4	\$550.00	P-2	0.00	NM	4	\$2,200.00
Week:		09/24/12	09/30/12	-TWTF--					4	\$550.00		0.00			
E 6	WKMG	10/01/12	10/01/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	1-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
Week:		10/01/12	10/07/12	1-----					1	\$850.00		0.00			
E 7	WKMG	10/01/12	10/01/12	2-3p The Talk The Talk	CM	2-3p	1-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
Week:		10/01/12	10/07/12	1-----					1	\$400.00		0.00			
E 8	WKMG	10/01/12	10/01/12	3-4p Doctors The Doctors	CM	3-4p	1-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
Week:		10/01/12	10/07/12	1-----					1	\$350.00		0.00			
E 9	WKMG	09/25/12	09/28/12	3-4p Doctors The Doctors	CM	3-4p	-TW-F--	:30	3	\$250.00	P-2	0.00	NM	3	\$750.00
Week:		09/24/12	09/30/12	-TW-F--					3	\$250.00		0.00			
E 10	WKMG	10/01/12	10/01/12	4-430p Extra Extra	CM	4-430p	1-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
Week:		10/01/12	10/07/12	1-----					1	\$450.00		0.00			
E 11	WKMG	09/25/12	09/28/12	4-430p Extra Extra	CM	4-430p	-TWTF--	:30	4	\$300.00	P-2	0.00	NM	4	\$1,200.00
Week:		09/24/12	09/30/12	-TWTF--					4	\$300.00		0.00			
E 12	WKMG	09/25/12	09/28/12	430-5p Inside Edition Inside Edition	CM	430-5P	-TWTF--	:30	4	\$400.00	P-2	0.00	NM	4	\$1,600.00
Week:		09/24/12	09/30/12	-TWTF--					4	\$400.00		0.00			
E 13	WKMG	09/25/12	09/28/12	News at 6p News at 6p	CM	6-630p	-T-TF--	:30	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
Week:		09/24/12	09/30/12	-T-TF--					3	\$600.00		0.00			
E 14	WKMG	09/26/12	09/28/12	News at 7p News at 7p	CM	7-7:30p	--W-F--	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
Week:		09/24/12	09/30/12	--W-F--					2	\$800.00		0.00			
E 15	WKMG	09/25/12	09/25/12	Tue Prime 8p NCIS	CM	8-9p	-1-----	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
Week:		09/24/12	09/30/12	-1-----					1	\$10,000.00		0.00			
E 16	WKMG	09/28/12	09/28/12	Fri Prime 10p Blue Bloods	CM	10-11p	----1--	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
Week:		09/24/12	09/30/12	----1--					1	\$7,000.00		0.00			

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 16	WKMG	09/28/12	09/28/12	Fri Prime 10p Blue Bloods	CM	10-11p	----1--	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	----1--					1	\$7,000.00		0.00				
E 17	WKMG	09/26/12	09/28/12	M-F 11p News M-F 11p News	CM	11-1135p	--W-F--	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	--W-F--					2	\$1,500.00		0.00				
E 18	WKMG	09/26/12	09/28/12	M-F David Letterman David Letterman	CM	1136p-1238a	--WTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	--WTF--					3	\$500.00		0.00				
E 19	WKMG	09/25/12	09/28/12	M-F 1235-105a Extra	CM	1237-109a	-TWTF--	:30	4	\$250.00	P-2	0.00	NM	4	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-TWTF--					4	\$250.00		0.00				
E 20	WKMG	10/01/12	10/01/12	M-F 1235-105a Extra	CM	1237-109a	1-----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	1-----					1	\$250.00		0.00				
E 21	WKMG	09/29/12	09/29/12	7-9a CBS This Morn Sa 7-9a Sat Early Show	CM	7-9a	-----2-	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----2-					2	\$250.00		0.00				
E 22	WKMG	09/29/12	09/29/12	Sat 1135p-1205a Inside Edition Wknd	CM	1135p-1205a	-----1-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----1-					1	\$350.00		0.00				
E 23	WKMG	09/29/12	09/29/12	Sat 1205-105a Extra Wknd	CM	1205-105a	-----1-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----1-					1	\$250.00		0.00				
E 24	WKMG	09/30/12	09/30/12	6-830a Sun News 6-830a Sun News	CM	6a-830a	-----1	:30	1	\$125.00	P-2	0.00	NM	1	\$125.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----1					1	\$125.00		0.00				
														Totals	51	\$39,075.00